

The San Francisco Arts

Commission announces

the initiation of the

Market Street Art

in Transit Program.

MARKET STREET ART IN TRANSIT



DOCUMENTS DEPT.

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Market Street Art in Transit Program

The San Francisco Arts Commission announces the exciting new extension of the Art in Public Places Program into the arena of public transit. The Market Street Art in Transit Program will feature visual artworks and performing art programs along Market Street, both aboveground and underground, from the Embarcadero to Castro Street. An artist and urban designer team will be commissioned to develop a Master Plan for the Art in Transit Program which will identify specific sites for artworks with corresponding recommendations regarding concepts and media (banners, small-scale sculpture, water features, paving pieces, etc.). The placement of artworks on Market Street and the scheduling of performances should commence in late 1990.

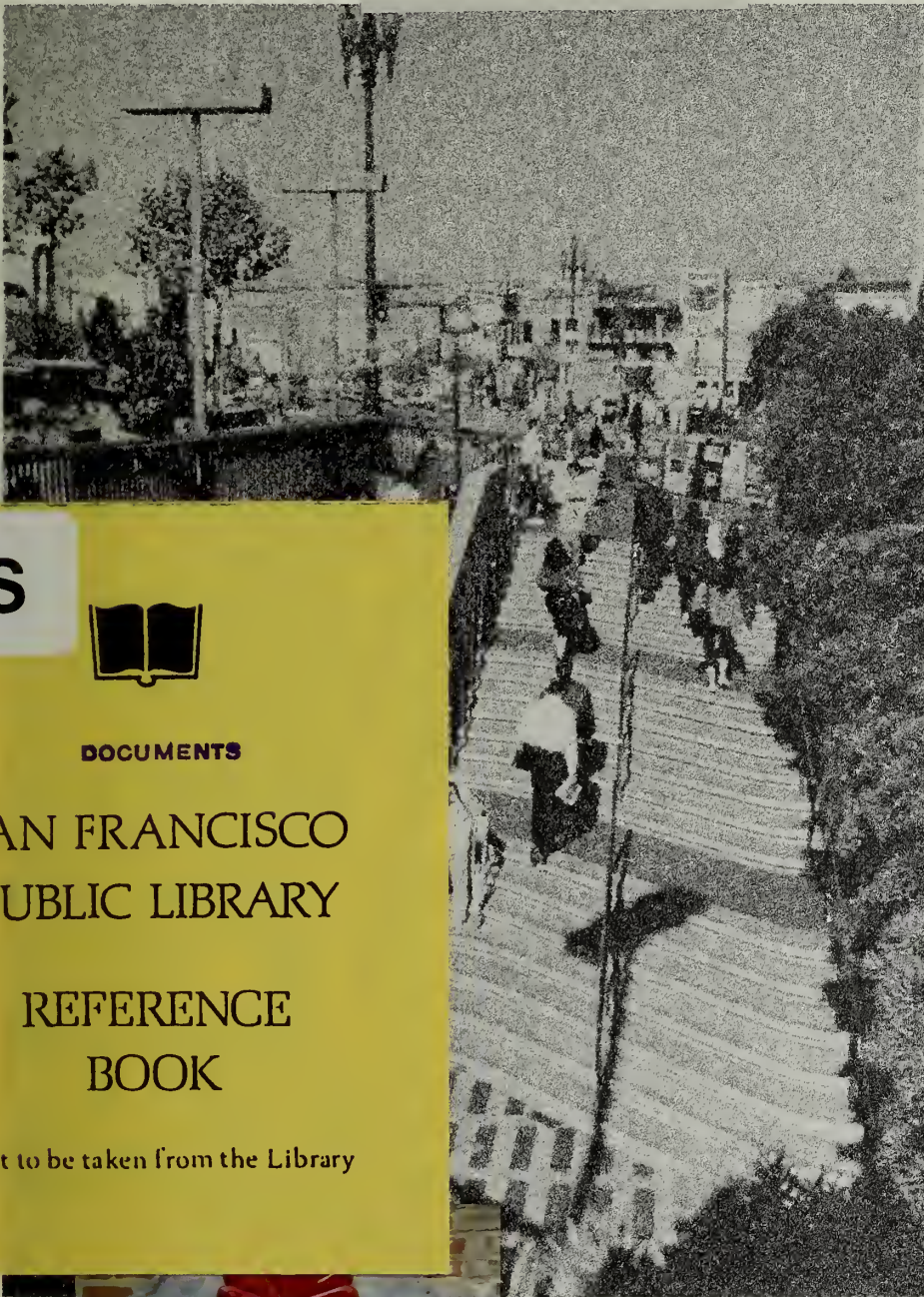
The Primary Objectives of the Market Street Art in Transit Program are to:

- 1. Enhance the use and enjoyment of the transit system**
- 2. Enliven the pedestrian experience of Market Street**
- 3. Unify the overall street design to create order, focus and meaning**
- 4. Create a sense of excitement, activity, and interest on Market Street**
- 5. Reflect San Francisco's cultural and architectural heritage**
- 6. Contribute to the quality and vitality of life in San Francisco**
- 7. Integrate art into the fabric of life in San Francisco**

Initial funding for the Market Street Art in Transit Program will be provided by the Public Utilities Commission. The primary use of funds will be to commission new works of contemporary art for Market Street. When appropriate, the Arts Commission may also consider the use of this funding to relocate historic monuments to Market Street. Maintenance of the new work commissioned through this program as well as the existing historic monuments will be funded with revenues generated by the Market Street Transit Shelter Program.



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DOCUMENTS

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REFERENCE
BOOK

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1. Harvey Milk Plaza, Entrance to Castro Muni Metro Station

Various opportunities for the placement of artworks may be found in the plaza, mezzanine and platform levels of the Muni Metro Stations along Market Street.



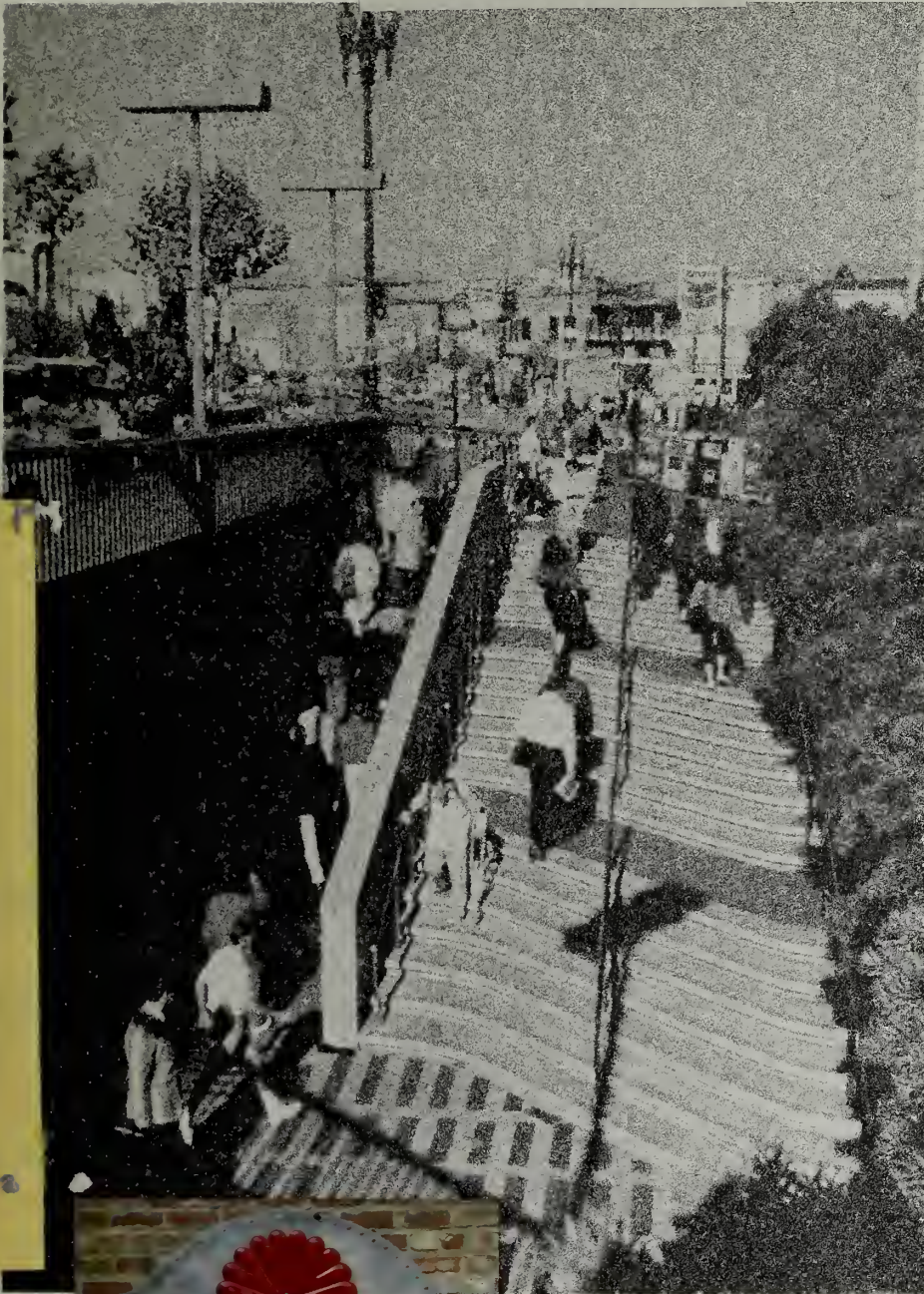
2. Jim Dine, *Venus with Rope*, 1986 bronze, 7'3" x 3' x 4' (approx.)

Freestanding sculpture may be commissioned for plaza, sidewalk or underground locations, however, special consideration must be given to the scale of the artwork relative to its environment and the existing density of the environment into which the artwork will be placed. This sculpture is installed in the Moscone Convention Plaza.

3. Rudy Fernandez, *Mission Triptych*, 1986, cast aluminum, 5' x 7'

At appropriate plaza or underground locations, artists might consider the creation of artworks for wall areas such as this work commissioned for the courtyard of the Mission Recreation Center.





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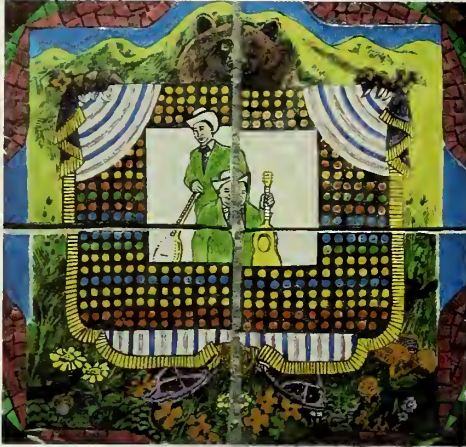
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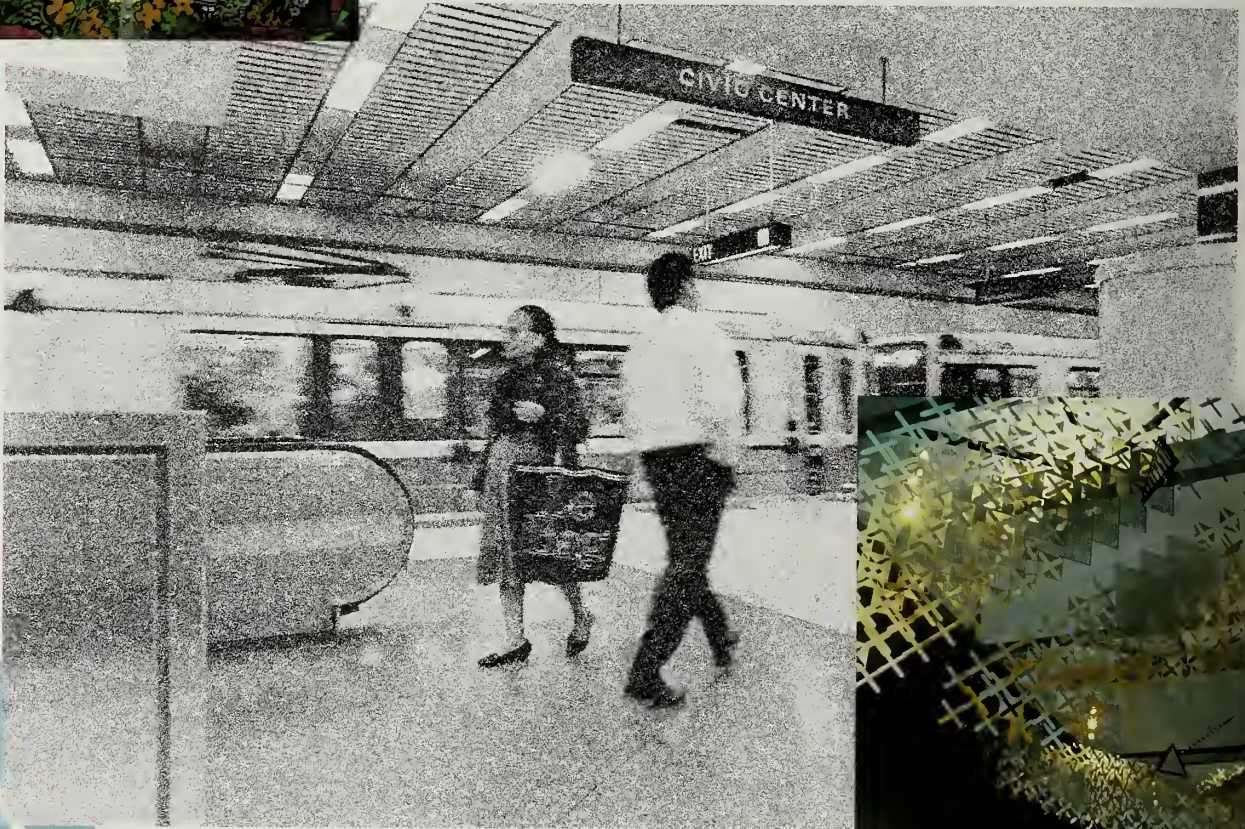


4. Joyce Kozloff, *Bay Area Victorian, Bay Area Deco, Bay Area Funk*, 1982-83, International Terminal, San Francisco International Airport, hand-painted ceramic tile and glass mosaic, 8' x 11', 8' x 17' x 8' x 11'

Ceramic tile and glass mosaic artworks will have a variety of applications in the Market Street environment because of their durability and low maintenance requirement. This is a detail of a large 3-paneled wall piece commissioned for the airport.

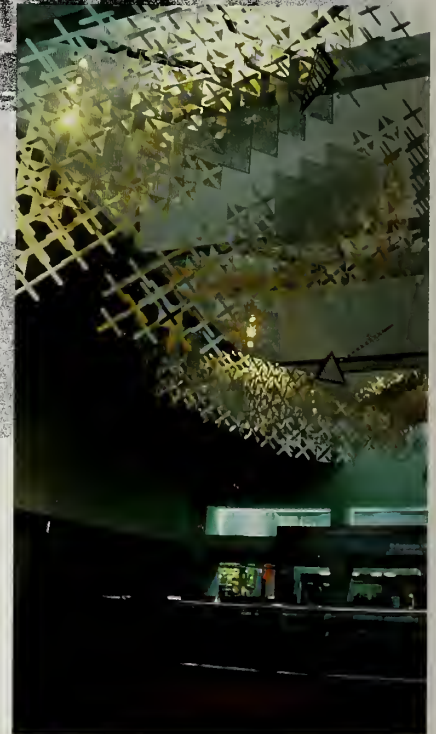
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Market Street art in transit / 1989?].



5. Civic Center Muni Metro Station, Platform Level

Artists should investigate the potential held by the underground for the incorporation of artworks.



6. Larry Kirkland, *Flight Patterns*, 1988, South Terminal, San Francisco International Airport, stainless steel cable, painted aluminum tubing, sheeting and screening

Artists may be able to identify specific sites along the Market Street corridor for suspended, kinetic or light-generating artworks.

The **Advisory Committee** will include representatives from the local art and design communities, Market Street businesses, and staff from the Public Utilities Commission, Arts Commission, MUNI and the Department of Public Works. The Advisory Committee will play a key role in the Art in Transit Program in its contribution to the development of the Site Profile, a document that will be of critical use in the education and orientation of the Selection Panel, the Design Team, and project artists. The Advisory Committee will also be asked to review and approve the Master Plan developed by the Design Team, which will lay the groundwork for the implementation of the Art in Transit Program.

The **Site Profile** will be a comprehensive description of Market Street, including information pertaining to:

1. The history of Market Street, and its architectural characteristics, and the various uses of and kinds of activities that occur on Market Street
2. A definition of the Market Street community, including the types of businesses and residences located there and their respective concerns about the Art in Transit Program
3. The scope of the Market Street Transit Thoroughfare and any aspects of the Downtown Plan that may be pertinent to the Market Street Art in Transit Program
4. A description of the different zones on Market Street and their corresponding characteristics.

The Site Profile will be developed by the Arts Commission with input from the Advisory Committee.

The **Selection Panel** will consist of a representative from the Visual Arts Committee of the Arts Commission, an arts professional and an urban designer (both from the Bay Area) and artists who have had previous experience with Art in Transit programs. The Selection Panel will select the members of the Design Team and will also select individual artists to implement the recommendations outlined by the Design Team in the Master Plan.

The placement of artwork on Market Street fulfills the original intention of the twenty-year-old Market Street Beautification Plan which provided the basis for the current redesign of Market Street.

Program Description

The structure of the Market Street Art in Transit Program is summarized as follows.

The Arts Commission will establish an **Advisory Committee** which will contribute to the development of a **Site Profile**. The Site Profile will include information pertaining to the history of Market Street, its architectural characteristics, the uses of Market Street, including the types of activities that occur there, and the concerns and expectations of the public regarding the Art in Transit Program.

The **Site Profile** will be a valuable tool throughout the implementation of the Art in Transit Program. It will be available for the use of the Selection Panel, Design Team, and future program artists. The **Selection Panel** will consist of a representative from the Arts Commission's Visual Arts Committee, local artists, arts professionals and an urban designer. The first responsibility of the Selection Panel will be to choose the Design Team to develop a Master Plan for Art in Transit Program.

A **Candidate Registry** will be established specifically for this purpose. Finalists

The Design Team will be comprised of an artist and an urban designer. The team will develop a comprehensive Master Plan for the Market Street Art in Transit Program that identifies potential sites for artworks and makes specific recommendations regarding the appropriate concept and medium for each site (i.e. banners, paving pieces, small-scale sculpture, water features, etc.).

will be interviewed before the Selection Panel arrives at its decision as to whom shall serve on the Design Team. Advisory Committee members will have the opportunity to review the candidate registry and make recommendations to the Selection Panel. The Arts Commission will have the final authority to ratify the decision of the Selection Panel.

Design Team members will be expected to hold meetings and conduct interviews with the Advisory Committee, transit-users, Market Street merchants and businesses, and the general public. The conclusions of the Design Team will be summarized in the **Master Plan**, a written document with site drawings and specific recommendations for artworks. Advisory Committee members will be

asked to review this Master Plan and to recommend its approval to the Arts Commission. The Master Plan will include the projected budget for each art concept proposed, along with a prioritized list for its implementation.

The **Arts Commission** will direct all aspects of the Art in Transit Program and will serve as the principal liaison between the Design Team, Advisory Committee, project artists, municipal agencies and the public.

A **Public Competition** will be held for each art concept proposed in the Art in Transit Program Master Plan. Both local and out-of-state artists will be eligible.

Time Frame

Sept. 1988 to Feb. 1989	Preparation of Site Profile Planning Workshops
Apr. to June 1989	Competition for Design Team
July to Aug. 1989	Review of Candidate Registry by Advisory Committee and Selection Panel
Aug. to Sept. 1989	Selection of Design Team Commencement of Work on Master Plan
Dec. 1989	Completion of Master Plan Review of Master Plan by Advisory Committee and Arts Commission
Jan./Feb. 1990	Public Announcement of First Competitions for Artworks recommended in Master Plan

Selection Process

A five person Selection Panel of artists and design and arts professionals has been appointed by the Arts Commission to review applications and recommend candidates for the Design Team and individual artists. The Selection Panel will be advised by non-voting Advisory Committee members.

Selection Panel:

Judy Chan, landscape architect

Hilda Shum, artist

Jennifer Dowley, arts administrator

Leonard Hunter, artist

and an **Arts Commissioner** from the Visual Arts Committee of the Arts Commission

Design Team

Finalists for the Design Team will be selected based on the quality of their work, and will then be interviewed by the Selection Panel on the following criteria:

1. Ability to think conceptually
2. Ability to work in a design team situation
3. Communication skills
4. Ability to work within the given Time Frame
5. Familiarity with the Market Street environment
6. Approach to project
7. Perception of the overall project's potential.

Design Team finalists *must* be available to be interviewed as indicated in the Time Frame. The Arts Commission will review the recommendations of the Selection Panel and upon concurrence will enter into contract with an artist and a design professional to develop the Master Plan for the Market Street Art in Transit Program.

Design Team Eligibility

Bay Area artists, architects, landscape architects and urban designers. Selection will be made without discrimination as to race, creed, color, national origin, or sex. Applicants may apply individually or as a team.

Submission Requirements for Design Team

The following materials must be submitted in the form requested. All materials must be labeled with the applicant's name and address:

1. Applicant's resume
2. Ten slides of selected works or other materials which document the applicant's work if that person is not a visual artist
 - a. Slides must be in a clear plastic sheet
 - b. All slides must be labeled with the applicant's name and lower left hand corner indicated
3. Annotated slide list (8½" × 11") with the applicant's name, title of work, date, medium, size (H × W × D), and location
4. A brief letter of interest to address the following:
 - a. Availability to work within given Time Frame
 - b. Possible approaches to the project
 - c. Sensitivity to placement of artwork in a public transit setting
 - d. Experience with design teams and collaborative projects
5. A self-addressed stamped envelope for return of materials.

SITE PROFILE REQUEST

☐ Yes, I would like to receive _____ copies of the Market Street Art in Transit Site Profile for \$3.50 per copy.

☐ Enclosed is my check for \$ _____, payable to Friends of the San Francisco Arts Commission.

Name _____

Street _____

City _____ Zip _____

Mail this form with your check to:
The San Francisco Arts Commission
45 Hyde Street, Suite 319
San Francisco, CA 94102

Individual Art Projects

The Master Plan will describe the criteria specific to each project proposed. Competitions for the various art concepts proposed in the Master Plan will be announced separately. This information will not be available until the Master Plan is completed. Please contact the Arts Commission in January, 1990 for more information regarding application deadlines:

Submission Requirements for Individual Art Projects

1. Artist's resume
2. Up to 20 slides of relevant past work
 - a. All slides must be in a clear plastic sheet
 - b. All slides must be labeled with the artist's name and lower left hand corner indicated
3. Annotated slide list (8½" x 11") with the artist's name, title of work, date, media, size (H x W x D), and location of artwork if installed
4. A brief typewritten proposal or statement of intent including related work experience, thoughts and possible approaches to the site for which artist is applying
5. Self-addressed stamped envelope for return of materials.

Competitions for Artworks

Competitions for the individual art concepts proposed in the Master Plan will be announced and publicized following the completion and approval of the Master Plan. Artists may wish to obtain copies of the Site Profile and the Master Plan to better familiarize themselves with the Market Street environment.

MASTER PLAN REQUEST

☐ Yes, I would like to receive _____ copies of the Market Street Art in Transit Master Plan for \$3.50 per copy.

☐ Enclosed is my check for \$ _____, payable to Friends of the San Francisco Arts Commission.

Name _____

Street _____

City _____ Zip _____

Mail this form with your check to:
The San Francisco Arts Commission
45 Hyde Street, Suite 319
San Francisco, CA 94102

Site Profile

Copies of the Site Profile will be available to applicants. In order to cover printing and postage costs, we are requesting \$3.50 per copy. Please enclose your check made payable to the Friends of the San Francisco Arts Commission along with the Site Profile Request form.

Master Plan

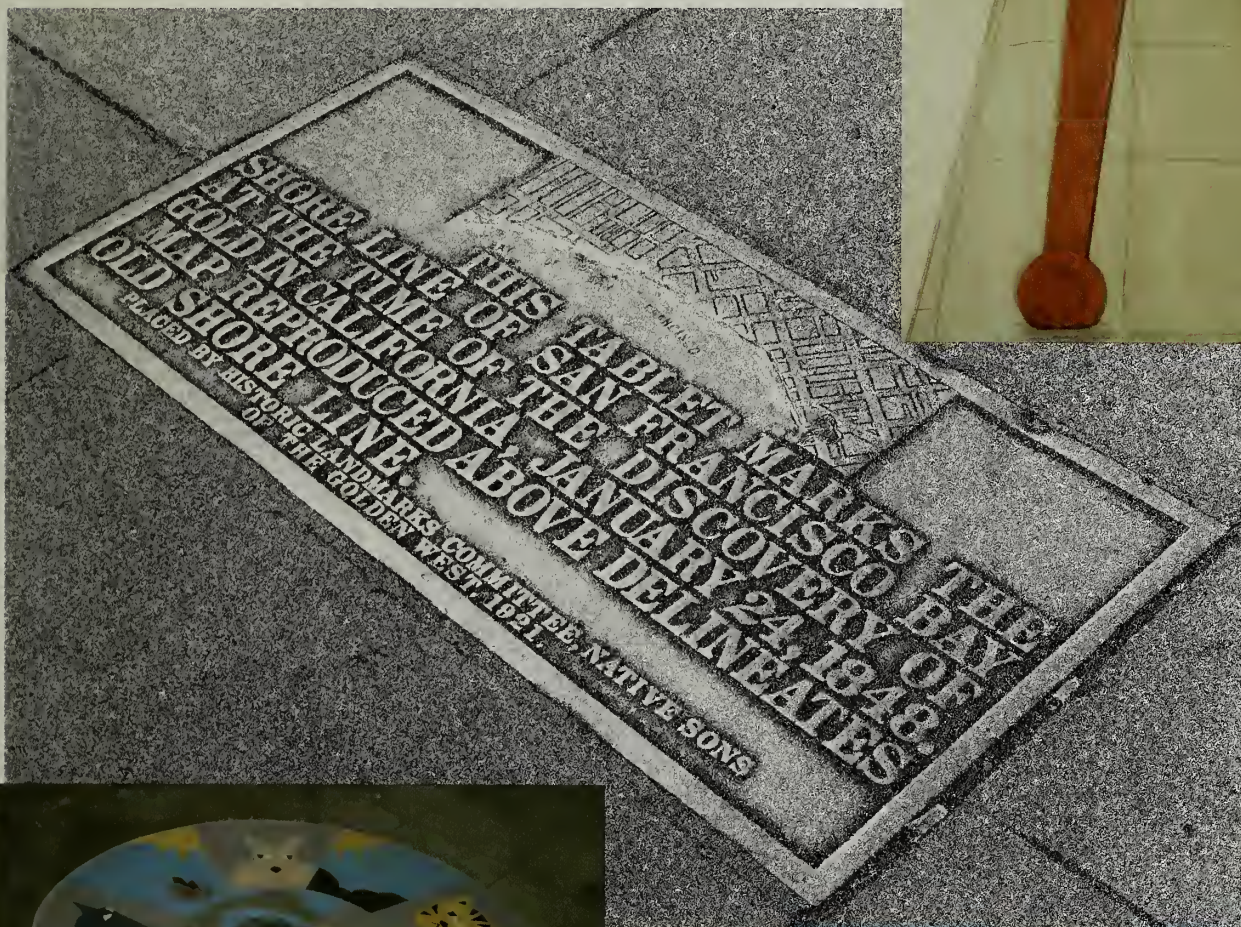
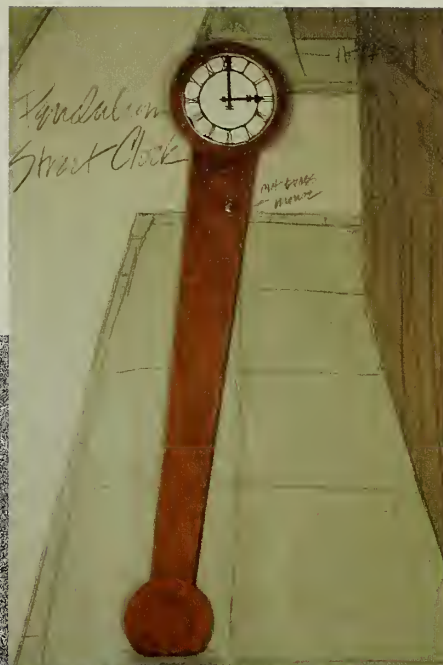
Copies of the Master Plan are expected to be available in December, 1989. To obtain a copy of the Master Plan, please enclose a check for \$3.50 per copy, made payable to the Friends of the San Francisco Arts Commission, along with the Master Plan Request form below.

7. Historic Landmarks Committee, Native Sons of the Golden West, 1921, Bronze, Market Street

Artists may wish to consider commemorating historic events, locations or personalities through the creation of artworks. This plaque commemorates the location of the original shoreline of the San Francisco Bay before landfill.

8. Heather Ramsey, *Street Clock* (proposal sketch), 1988, Downtown Seattle Transit Program

The Market Street environment will provide artists with unique opportunities to consider the creation of artworks that serve various functions such as clocks, street furniture, lighting, etc.



9. Judy Hiramoto, *Animal Hopscotch*, 1987, 11'9" x 10'5" x 1/4", ceramic tile

The potential exists to incorporate artworks into floor or sidewalk areas both above and underground. This artwork was created by the artist using non-slip tiles. It functions as a hopscotch game for children at the Mission Recreation Center.





10. Historic Photograph of Muni Motorcar Fleet

11. Garth Edwards, *Gate Panel*, 1988, Pioneer Square Station, Downtown Seattle Transit Program, painted steel

Railings, grates, and fences are among the functional objects that can be transformed into artworks with the skill and imagination of artists.





**The San Francisco
Arts Commission
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San Francisco, CA 94102
415/558/3463**

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Art Agnos**

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and Infrastructure
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**Director of Cultural Affairs
Claire N. Isaacs**

**Director of Market Street
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**Typography
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**Printing
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